



**↓ service survey**  
**[ 2007 ]**



**The Today's message is simple: being connected and informed on any devices whenever, wherever you go. This is what information based world about. With the next generation telecommunication networks it finally seems that the message is being fulfilled. The media-on-the-go is moved into our life and available for everyone.**

Kolkom was founded to provide a quality based content-rich entertainment and make all of our subscribers being served on the highest level regardless the type of information.

Our main profile is developing Value Added Contents, Java® and Symbian games, applications and providing Value Added Services that we are pleased to present you in this Service Survey document.

Today, the primary source of the operators VAS revenue is derived from SMS traffic and generates billions of Euros worldwide. But the revenue from data services is still small.



The Value Added Contents and Services (VAS), including MMS are doubtless the direct successor of SMS messages. Kolkom believes that the improvements in this area will constantly develop over the coming years and grow to

meanwhile become the main information source of the tomorrow's 3G services.

In the same way that there is a limit to the customers' ability and incentive to spend more money on mobile services and contents, there will be dependency on which terminal the customer have now and will have in the future.

Our goal is to develop VAS contents and Mobile Services based on the latest technological platforms that fit most of the handsets fulfill the widest range of demands, make satisfied our customers meanwhile increase Clients' revenue share from Data communication.

We are pleased to introduce you our company's services that we made:

- to increase the quality of service
- to be in the top and most updated
- always in the service of the future trends
- crystal clear innovative solutions



## Premium rate MMS Service

Kolkom Premium Messaging solution enables Mobile Operators, Portals, Publishers, Media Agencies, Advertising Companies to launch attractive Value Added services to be prevalent today's mobile environment. The Multimedia Messaging Services are still the no.1 data communication service expected to generate \$16 billion by 2007 [Source: Strategy Analytics].

MMS has even been compared to SMS as the DOS had been compared to the Windows. Multimedia Messaging Services relay on "must-have" services as like voting, quiz, ring tones, logos from traditional sources as from Internet content adaptation that allows rapid delivery of content-rich news, sports results, horoscopes with the wealth of digital content that can be supplied to a mobile format such as images, backgrounds, themes, songs and videos both broadcast and on-demand (pull/push).

Due to the next generation of mobile technology available on the market, mobile users can now more easily enjoy the MMS capabilities - bigger bandwidth, quicker download, better quality of media content, longer videos - meanwhile operators can increase their data communication based revenue share through it.

All of our MMS services can be customized to meet end-user and customer demands to follow the ever changing market requirements or consider specific local demands.

Our company offers MMS based content for each of the popular topics.

Choices of topics:

- Celebrities, boulevard news  
*News stories about stars and delivered to your phone!*
- Mobile Lovers Guide  
*The Lovers Guide is the number one international brand on sex and relationships! Topics include sex positions real life sex stories!*
- Pray of the day, Bible  
*Religious message contain short prays in the morning and in the evening. A phrase from the Holy Bible with explanation.*
- MMS - Soaps  
*Coming soon. We are going to introduce the first Soap series to mobile handset including video content.*
- Jokes, fun  
*Daily jokes including one or more picture*
- Adult Content  
*Selected photos, screensavers or backgrounds that can be accompanied by descriptive text!*

- Information on ...

#### Sport

*All range of sports information, full reports on sporting events" including text and images delivered to the phone on a timely basis. "Man of the Match" voting*

#### Finance

*Financial information and applications includes portfolio management info including text and images delivered to the phone on a timely basis!*

#### Weather

*Worldwide forecast and weather information, holiday and travel weather for sporting and other outdoor entertainment!*

#### Astrology

*Personalised daily horoscopes based on the customer's date of birth" personal love and relationship horoscopes" plus tailored "luckscopes!"*

#### Tarot

*If you are curious about what will happen today, or find out what the future holds with the Tarot MMS service .*

Our company is ready to prepare any other conception for MMS. Partners can source either their own content or external content to maximize the effectiveness on the local market. Transactions can be set up as regular events (daily, weekly, monthly, occasionally)! These may include retrieving data from content sources and then sending timed MMS messages (Horoscopes, jokes, news) Value Added Services, such as advertising and branding, Direct Marketing support.



## Games

Entertainment and games are as old as the history of human. Kolkom offers a wide scale of games that have been developed for all kind of JAVA® or Symbian capable mobile phones. Among the well-known and popular games, our product-range includes entirely new games with the latest features like network game possibility. Our aim is to offer a wide range of games that every customer can enjoy the most from the beginner level to expert gamers. Although we believe the mobile handset is not built for playing games on, we are using the latest technology and follow the most popular trend. We develop exclusive games to our Clients for specific market demands or special purpose or group of subscribers. Our games cover every category that is nowadays available as it follows:

Games categories:

- action games
- role games
- board games
- network games
- logic games
- card games
- retro games
- 3D games

For further details, references or demos of games contact us ([contact@kolkom.com](mailto:contact@kolkom.com)) or visit our website: [www.kolkom.com](http://www.kolkom.com)

## Wap & Web portals

To have Value Added Content, itself is not enough to take the advantage of it or make it profitable neither popular. It has to be populated and available for everyone, even for competitors' subscribers. Our Portal Solutions is a substantial media concentrator that enables Mobile Operators and every other Client to populate and make reachable and downloadable their Value Added Contents. Through our solution subscribers will be able to browse among many flavors of content-rich media tailed for mobile use, via the Wap or the Internet using their handset.



We believe that we managed to give a satisfactory summary of our services and products. Still if you have any questions do not hesitate to contact us.

KolKom International LLC.  
113 Barksdale Professional Center  
Newark, DE 19711  
USA

[contact@kolkom.com](mailto:contact@kolkom.com)  
+1-302-727-4198



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